

Trade Invest Monthly

Hawaii's International Business Network

State of Hawaii

Department of Business, Economic Development & Tourism

To receive the Trade Invest Monthly by Email, please send your request to: tradeinvest@dbedt.hawaii.gov

Hawaii International Notices

Business Mission to Osaka and Tokyo

DBEDT is leading a mission to Osaka and Tokyo (currently scheduled for October 16-20). Hawaii companies will have the opportunity to expand and develop new business relations with Japanese companies, as well as to promote business start-ups in Hawaii.

The mission is planned to coincide with the Global Opportunities Business Convention (GBOC) in Osaka (October 16-18), and provides a venue to create international partnerships, including those with Europe and Asia. With sufficient advance notice, GBOC will pre-arrange meetings with potential Japanese companies for Hawaii representatives.

After attending GBOC, the mission will continue to Tokyo (October 19-20). Through a series of seminars for Japanese businesses interested in establishing businesses/partnerships in Hawaii, the mission will promote Hawaii as an ideal location for investment in small- and medium-sized companies, and will brief participants on business visas for Japanese nationals.

Participation in the mission is limited to ten companies (with two companies sharing one booth at GBOC) that meet the following minimum criteria:

1. Have a sound business/marketing plan. Provide a summary in English and Japanese.
2. Companies must provide their own interpreters. DBEDT can help seek interpreters, but companies will be responsible for this expense.
3. Submit application to DBEDT and the \$500.00 participation fee by Monday, August 14.
4. Submit photos (a maximum of four), brochures, or catalogs directly to GBOC as needed.
5. Submit a three-minute company video in Japanese by August 31, if your company wishes to be included in the seminars.
6. Be willing to prepare all materials in Japanese.

For more information on the mission, please contact DBEDT's Business Development and Marketing Division at Tel: (808) 587-2766, or Fax: (808) 587-2787.

Hawaii MIDPAC Horticultural Expo 2000

The Hawaii Export Nursery Association (HENA) is sponsoring the 5th Annual Hawaii MIDPAC Horticultural Trade Show and Conference October 23-27 in Hilo. The event is also co-sponsored by the State of Hawaii Department of Agriculture, the County of Hawaii Department of Research & Develop-

ment, and the University of Hawaii, College of Tropical Agriculture & Human Resources (CTAHR).

The trade show will feature a display of tropical Hawaiian grown foliage and flowers, allied supplies, as well as a special showcase of other Big Island commodity products.

Conference and trade show details are as follows:

DATE: October 24, 2000
PLACE: Hilo Hawaiian Hotel and
Edith Kanakaole Tennis Stadium
COST: \$75 for Trade Show and
2-day Conference Fees

International topics of discussion at the conference include a Transportation Panel Discussion on "Shipping Hawaiian Products to Our Customers."

Conference space is limited to 90 people, and registration is taken on a first come, first served basis.

For more information, contact Jo Ann Johnston or Judy Schilling at Tel/Fax: (808) 969-2088; Email: hena@hilo.net

Local Area Notices

Directory of Hawaii's Recycling and Environmental Businesses

DBEDT recently published the second edition of its environment business directory, titled, "Y2K Directory of Environment Businesses in Hawaii."

This new directory lists more than 500 businesses and almost 100 non-profit organizations and government offices that are actively involved in environmental enterprises.

The directory is also available on the Internet at:

<http://www.hawaii.gov/dbedt/ert/chc/00envdir.html>

To receive a copy of the guide, please contact DBEDT's Clean Hawaii Center at Tel: (808) 587-3802, Fax: (808) 587-3820; or Email: gsuzuki@dbedt.hawaii.gov

Hawaii Network Notices

Listed below is an inquiry from a Hawaii-based company regarding international trade activities in the Hawaii market. The posting contents are strictly from the individual company, and the Department of Business, Economic Development & Tourism (DBEDT), Business Development and Marketing Division (BDMD) does not publicly endorse the company in any way. For Network guidelines, please contact the Product Trade Branch at 587-2584.

Reduce Pollution – Increase Gas Mileage

Hawaii-based company is looking for distributors of a recently-developed and inexpensive platinum injection unit for gasoline and diesel engines. Lowers emissions and soot. Increase mileage 15% for gasoline engines and 10% for diesel engines. Allows fuel to burn up to 98% in cylinder, thereby eliminating carbon buildup and increasing horsepower. If interested, Email: fydlyme@cchono.com or call (808) 371-5963 or (808) 674-0441.

Worldwide Market Reports

Due to the large number of requests for reports, we have made the request process easier to better serve you. Complete the request form at the end of the newsletter and Fax to (808) 587-3388, or send an Email message to: tradeinvest@dbedt.hawaii.gov

Japan - Swimwear

The Japan External Trade Organization (JETRO) recently published a report on Japan's swimwear market.

The overall swimwear market in Japan is about 13 million yen for both the leisure and competitive sectors. It is estimated that the breakdown is 30% competitive swimwear and 70% leisure swimwear.

Due to the sluggish economy, imports have been decreasing both in the number of swimsuits, and in the total value, since its peak in 1996. Ironically, although the import sales have gone down, the import market share has expanded.

The Japanese swimwear market can be broken down into competitive and leisure. The main points of both categories are as follows:

1. The competitive swimwear sector is currently expanding due to the health and fitness boom, and this sector has the most stable demand. Retail outlets for competitive swimwear are sporting good stores and fitness clubs;
2. Educational institutions are steady buyers of competitive swimwear as students use swimwear in physical education classes;
3. The main customers of leisure swimwear are young women. Swimwear is considered a fashion statement and young women treat swimwear as another item of clothing;
4. Leisure swimwear is considered summer merchandise and is therefore seasonal in nature. With weather being the deciding factor in the level of sales, the period of May to June determines the annual sales total;
5. Due to the seasonal nature and fashion elements of leisure swimwear, retail prices are set high. The average price for a two-piece swimsuit is about 13,000 yen, and 14,000 yen for one-piece swimsuits; and
6. Leisure swimwear manufacturers are beginning to enter the competitive swimwear segment, drawn by the steady demand this competitive category attracts, in spite of perceived low prices.

For a copy of the report, complete the request form and fax to (808) 587-3388.

Cosmetics – Philippines and Taiwan

The U.S. & Foreign Commercial Service has published two reports on the cosmetic industry in both the Philippines and Taiwan.

Highlights of each country are as follows:

Philippines (6 pages)

- ◆ In 1999, total imports were estimated at U.S.\$12.7 million;
- ◆ Market is expected to expand due to annual Philippine population growth of 2.3%;
- ◆ Filipino customers are becoming more sophisticated;
- ◆ There are about 10 million women in the 19-59 age group;
- ◆ Filipinos are very receptive to American products. However, most U.S. cosmetic products are not suited for Asian skin tones;
- ◆ Domestic production accounts for 90% of total demand;
- ◆ With cosmetic import tariffs being lowered from 20% to 10%, imports are expected to increase; and
- ◆ A key is the consistent supply of imported products. Customers are loyal as long as the supply lasts. They switch brands when the stock supplies stop.

Taiwan (12 pages)

- ◆ Foreign firms have a strong market position, supplying 95%, or U.S.\$431 million in the local market;
- ◆ U.S. brands lead the high-end market sector with a 38.5% market share;
- ◆ Sales channels have expanded from department stores to local chain drugstores and multi-level sales marketing;
- ◆ Sunscreen protection products are very popular among local consumers – the market is expected to grow 10-15% per year over the next three to five years; and
- ◆ Imported cosmetic products are perceived as superior to domestic brands;

For a copy of these two reports, complete the request form and fax to (808) 587-3388.

Retail Food Sector Reports – Vietnam (40 pages)

In its efforts to assist U.S. food companies entering foreign markets, the U.S. Department of Agriculture publishes a series of retail sector guides.

The most recent report, prepared by Indochine Consultant, covers the Vietnamese market, and the following topics:

1. Market summary – economic trends and outlook;
2. Road map for market entry – entry strategy, market structure, supermarkets and hyper-markets, mini-markets, traditional "mom & pop" markets, and wet markets;
3. Competition – French and Australian food products have gained market share due to the earlier entry into the market and strong support received by their respective country's commercial services in Vietnam;
4. Best product prospects – fruit products, snack foods, beef, ready-to-eat/ready-to-cook foods, dairy products; and
5. Key contacts and further information – U.S. Embassy contacts, lists of supermarkets in Ho Chi Minh City and Hanoi.

For a copy of the report, complete the request form and fax to (808) 587-3388.

Japan – Mineral Water

JETRO has also published another market report on mineral water in Japan—providing information on the import system, distribution, consumption trends, future prospects, and gives advice on how to best enter the market.

The key points in this mineral water report are as follows:

1. In 1998, total supply of mineral water in Japan was 874,000 kiloliters.
2. Imports account for 159,000 kiloliters, or 18.2% of total supply. French mineral water has a long history of export to Japan, and enjoys high brand awareness among the Japanese consumers. French imports dominate the import category with 84.3% market share.
3. Total mineral water sales in 1998 were 76,663 million yen (domestic mineral water sales were valued at 65,991 million yen in 1998, and import sales were valued at 19,672 million yen).
4. Imports currently sell well in convenience stores in the small bottle size (500 ml). JETRO advises overseas suppliers to focus on the small bottle area.
5. Main customers in the convenience store sector are young people in their 20's. They are more likely to choose a mineral water based on the fashion sense and the label designs.
6. Promoting unique product benefits and characteristics are important in differentiating from Japanese / domestic products.
7. Domestic brands total about 450. With the imports added to the number, there are more than 500 brands of mineral water for sale in Japan.
8. The mineral water industry was adversely affected in September 1995 when there were a series of incidents involving the discovery of foreign objects such as plastic pieces and mold in the mineral water bottles. Foreign brands were particularly affected, and many disappeared from the market. Since that time, the mineral water demand has recovered with increased production and consumption.
9. Japanese consumers prefer low-hardness type of water.

For a copy of a report, complete the request form and fax to (808) 587-3388.

Mexico – Planting Seeds

The U.S. Department of Agriculture reports that the continuous progress of the Mexican economy and the growing demand for food are driving the increased demand for planting seeds. In addition, there is a shift of farmers to hybrid seeds over the past couple of years with the goal to obtain a more uniform, higher quality and more stable product.

The Mexico planting seeds market is valued at over U.S.\$149 million, and the U.S. continues to be Mexico's primary source of imported seeds for sowing, with over a 90% market share.

For Hawaii seed companies interested in the Mexican market, the key points are as follows:

1. The market for vegetable seeds is primarily in the northwestern states of Sinaloa and Sonora, where the majority of Mexico's farming takes place;

2. Mexico's seed policy requires that domestic seed sales or imports must conform to Mexico's prescribed standards, and must meet marking, labeling and packaging requirements;
3. All seed sold in Mexico, whether locally produced or imported, must be of a registered variety—only seed that has gone through Mexico's established grading system may be sold by variety name; and
4. The evolving regulatory environment for biotech seeds and their crops will affect variety approval and marketing prospects. U.S. exporters are advised to keep current with the Mexican regulatory developments.

For a copy of a report, complete the request form and fax to (808) 587-3388.

Trade Opportunities

Free Publicity For American Food Processing, Packaging, Catering And Other Relating Equipment

The publisher for the trade magazine "China Hotel & Catering Supplies" is planning another special supplement on American food processing, packaging, catering and relating equipment in its September 2000 issue. To be considered for the publication, submit your product literature, including color photographs of your equipment. Contact the publisher at: Mr. Charles Tang, Publisher, Genstar Advertising Int'l Ltd. Address: 12th Floor, 167-169 Hennessy Road, Hong Kong Tel: (852) 2521-3868 Fax: (852) 2519-9837; Email: genstar@hkstar.com.

"China Hotel & Catering Supplies" is a monthly magazine with a circulation of over 20,000 copies per issue. Readers are from the food and related industries, including hotels, trading corporations, architects, designers, engineers and contractors.

For further information, please contact the publisher directly or Ms. Olevia Yim, Senior Commercial Specialist of the U.S. & Foreign Commercial Service via Email to olevia.yim@mail.doc.gov.

Trade Shows, Conferences, & Trade Missions

August 21-24, 2000

Virtual Trade Mission to China Computerworld Expo, Beijing, China. The U.S. Department of Commerce is inviting U.S. information technology (IT) firms to participate in a U.S.A. China Computerworld Expo, China's largest IT trade show. Attending will be 300,000 invited trade guests. Products appropriate to this exhibition include computers, software, peripherals, Internet and online services. This virtual trade mission will be the first of its kind that allows participants to leverage the Internet and video conferencing technology to market their products and services throughout China for one year without having to travel. For more information, contact Tu-Trang Phan at the Office of Computers and Business Equipment, International Trade Administration, U.S. Department of Commerce, Tel: (202) 482-0480; Fax: (202) 482-3002; Email: Tu-Trang_Phan@ita.doc.gov

February 25-28, 2001

Eighth Annual Gulf Food, Hotel & Equipment Exhibition. Dubai, United Arab Emirates. Last year's trade-only show attracted over

9,000 trade visitors from around the world. The Middle East food and hospitality industry is dependent on food imports and fosters a growing market for high quality food products. The U.S. Department of Agriculture will participate of the U.S. Pavilion. For more information, contact the U.S. Agricultural Trade Office in Dubai, U.A.E., Tel: (9714) 331-4063; Fax: (9714) 331-4998; Email: atodubai@emirates.net.ae

March 13-16, 2001

FOODEX Japan 2001. Chiba, Japan. This is the Pacific Rim's largest food and beverage tradeshow, attracting nearly 95,000 food industry professionals from throughout Asia. With a population of over 125 million, and per capita income of over U.S.\$25,000, Japan is the U.S.' s largest market for agricultural products. In 1999, Japanese consumers purchased U.S.\$11.7 billion of U.S. food and agricultural products. The U.S. Department of Agriculture is a participating sponsor of the U.S. Pavilion. For more information, con-

tact the Japan Management Association, Tel: (81-3) 3434-3453; Fax: (81-3) 3343-8076; Email: Tohru_Hashimoro@jma.or.jp

May 8-11, 2001

Hofex 2001 Food and Drink – the 9th Asian International Exhibition of Food & Drink. Hong Kong. This tradeshow will be held in conjunction with The Asian International Seafood Show, Wine & Spirits Asia 2001, and Confectionery Asia 2001. A total of 20,484 visitors attended the 1999 show of which 4,759 were international visitors. Hong Kong is ranked as the 7th largest export market for U.S. agricultural products. Total U.S. agricultural exports to Hong Kong reached U.S.\$1.48 billion in 1998. The U.S. Department of Agriculture is sponsoring the U.S. Pavilion. For more information, contact Robert Chang or Linda Yee at Commerce Tours International, Inc. in San Francisco, Tel: (415) 433-3072; Fax: (415) 433-2820; Email: Comtours@aol.com

Report Request Form

Company: _____ Contact person: _____
Address: _____ City: _____ Zipcode _____
Telephone number: _____ Facsimile number: _____

Report(s) requested:

____ Japan - Swimwear
____ Cosmetics - Taiwan
____ Japan – Mineral Water

____ Cosmetics - Philippines
____ Vietnam Retail Sector Report
____ Mexico – Planting Seeds

Other: _____

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